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NEWSLETTER

GOOGLE AIO

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1 Google AIO Lists More Niche Specific Websites

Google's AI Overviews are displaying more content that is relevant to a niche, while giving less emphasis to generic websites that are associated with large brands across a variety of themes. BrightEdge data shows major changes to Google AI Overviews, with a concentration on topic-specific sites and ecommerce ahead of the year-end shopping season.

Google Core Update & AIO

The data reveals an unexpected insight: there is higher overlap between AIO and Google's organic search results, indicating that the two outcomes agree more. Is AIO mimicking organic search results, or are organic search results more closely related to AIO?

The organic search results and AIO both altered following the August 2024 core algorithm update. BrightEdge's data demonstrates how Google's organic search results altered.

BrightEdge data shows:

- The overlap of URLs cited in AI Overviews with those ranking in the top 100 increased from 37% to 41% post-update.
- This occurred following Google's August 15th Core Update.
- The shift indicates that AI Overviews are prioritizing organic results more than before, pulling from lower-ranked results to create comprehensive responses.

According to BrightEdge statistics, AIO ranks lower-ranked web pages for more specific replies. Another factor to consider is that both AIO and organic search results have changed, and it is possible that the ranking criteria for both AIO and organic results have altered in a similar manner, or that the algorithms for both are performing comparable functions.

One notable feature of the most recent upgrade is that it now displays fewer large brand sites and more independent niche sites. According to BrightEdge research, AIO also ranks websites that are more specific to a particular topic.

Non-Logged-In AI Views

Google has expanded the audience for AI Overviews (AIO) to anyone not logged-in to Google accounts, therefore increasing the total number of people that could benefit from them. Still, it's not displaying across all sectors. According to the research, AIO integration differs as well.

E-commerce search results for not logged-in users plummeted in AIO and were less than logged-in users by a startling 90%.

Users not logged in missed AIO in the following areas:
- Education: relative drop of 21%
- B2B tech: relative drop of 17%
- Healthcare: 16% relative decline

Product grids shown to non-logged-in users for e-commerce searches show a rise as compared to logged-in users, even if AIO presented to these users declines. BrightEdge speculates that Google is displaying more precisely targeted product grids to logged-in users than to non-logged-in users since Google is better able to target logged-in consumers.

Additional Product Comparisons

Data from BrightEdge shows Google AIO displaying more product comparisons and images.

According to their data:
- Product carousels for searches connected to clothes climbed by 172% in August.
- Unordered lists are becoming more and more used in many different fields—42%.

These changes help AI Overviews to be more user-friendly by grouping intricate product features and specs for simpler decision-making.

All those tools let consumers compare products based on their appearance as well as their pricing. This study suggests that showing authentic product photographs (if at all possible) and ensuring that the images displayed are of excellent quality will become even more crucial in helping consumers get a good sense of the product.

Data is always valuable and a great approach to differentiate a product evaluation or listing from rivals. Any material that helps a customer make better decisions is priceless.

For clothes, for instance, it is not sufficient to say that something is a size small, medium, or large. Manufacturer to manufacturer and even within the same brand, sizes vary. For clothes, meanwhile, it could be helpful to include comparison data on actual sizes within a product line in terms of inches or metric measurement so that a customer may choose even more wisely.

Particularly in the framework of a product review, comparison of items is crucial. Google advises a comparison of the product under review as one of the best practices—and perhaps ranking criteria. Google's product reviews best practices advise publishers to compare products so that users may presumably make a better choice.

Google recommends:

"Cover comparable things to consider, or explain which might be best for certain uses or circumstances."

According to BrightEdge:

"As the holiday shopping season approaches Google is refining AIO search results to focus on comparative content, which rose by 12% in August. AIOs prioritized product carousels with engaging imagery, which rose by 172%. Unordered lists (lists of items that are related but in no specific order, such as general searches for 'winter boots' or 'iPhone cases') also increased by 42%."

Google AIO Rankings: More exact

All search marketers should be aware of one data point: Google is ranking more exact information in AIO in a way that might have bearing on the state of the natural search engines.

While specialist sites experienced rises, BrightEdge found that generalist sites had sharp declines in ranking. People enjoy discussing "authority sites," usually referring to "big brands" with great reach and financial power. However, that is simply a large brand with reach; it is not authority.

Most individuals, for instance, view news organizations as authority sites. But who would you consult for search engine optimization, Search Engine Journal, or major sites like the New York Times or Fox News? According to BrightEdge statistics, AIO is showing those sites instead of a large brand site after similarly considering what kinds of websites are true authorities on a certain issue.

The clear question is, does this relate to Google's recent core change in August? Google's last upgrade aims to highlight more independent sites among other things. Perhaps what Google's algorithms are doing is spotting sites that are authoritative in a topic and displaying such sites instead of a more broad big brand site if the AIO patterns track the organic search results to some degree.

Data from BrightEdge reveals a decline in AIO ranks of generalist technology review sites. TechRadar.com fell by 47.3% and TomsGuide.com fell by 16.4%. Health-related searches also showed this tendency as the types of websites AIO quotes also grew more exact.

AIO started displaying webpages exactly on health and displayed less consumer-oriented sites and blogs. According to BrightEdge research, consumer news and general websites like VerywellHealth.com saw 77.9% loss in AIO exposure and EverydayHealth.com practically dropped out with a 95.6% decline.

References to the U.S. Department of Health & Human Services AIO rose by +83.2%, while sites like MayoClinic.org saw a 32.4% increase. It's a trend towards more exact rankings of expert and authoritative information, not only away from consumer and broad news sites.

BrightEdge reported that the following precisely-focused sites had increases:

- Spine-Health.com +266.7%
- Arthritis.org +89.5%
- BrightEdge's report states:

"This demonstrates Google's push toward more detailed, factual content in AI Overviews."

AIO and Organic SERPs

Google has considerably boosted the use of product carousels for apparel-related queries, up by 172%. These carousels and grids facilitate product comparisons based on graphics, pricing, and features.

AI Overviews and Google's organic search results are more similar than before. The explanation for this could be a shift toward prioritizing more accurate replies from authoritative sites on specific themes. Niche sites have gained traction in both organic and AI Overviews, whereas larger, more generic sites have lost visibility. AI Overviews continue to evolve, but the adjustments from last month show that there is some agreement between what appears in the SERPs and AIO.

2 Google Search Console Gets a Makeover: Sticky Filters and Smoother Navigation!

Google has unveiled exciting updates to Search Console, enhancing the user experience with sticky filters and improved navigation, all on user feedback aimed at refining data analysis.

Sticky Filters: Keep Your Preferences Across Reports

With the new sticky filters feature, users can now enjoy consistent filtering across different Performance reports. Set your filters in one report—be it Search Results, Discover, or Google News—and watch them stay active as you switch between reports. This change directly responds to requests for a more efficient way to analyze data without constant adjustments.
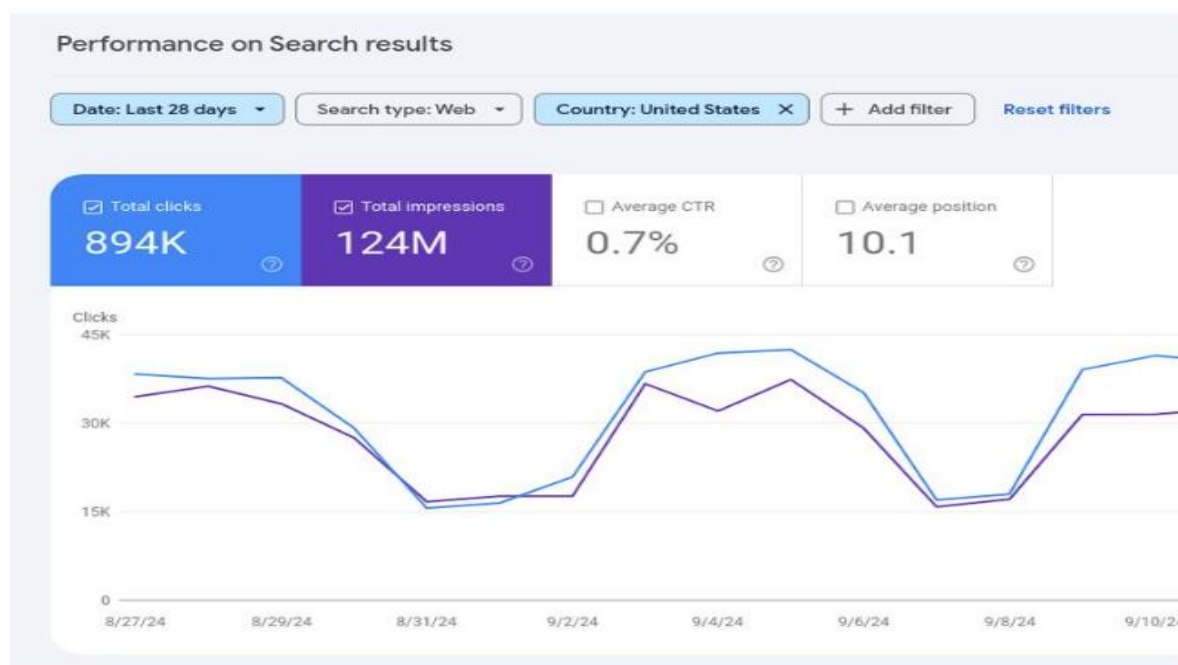

Simplified Data Management with a "Reset Filters" Button

In addition to sticky filters, Google has introduced a handy "reset filters" button, making it effortless to clear all applied filters with just one click. This feature is perfect for those moments when you want to start anew without the hassle of manually removing each filter.

Navigating Performance Reports Just Got Easier

Daniel Waisberg, Search Advocate at Google, highlighted another significant improvement in navigation within the platform. Now, when you click on a row in specific tabs of the Performance report—like Pages, Countries, Devices, Search Appearance, or Dates—the report will automatically switch to the Queries tab. If you're already viewing Queries, clicking a row will seamlessly take you to the Pages tab. Waisberg assures users that while this update may appear minor, it can save many clicks!

Why These Updates Matter

- Streamlined workflows enhance efficiency within the Search Console.
- Sticky filters save time by retaining settings across different reports.
- Improved navigation allows for quicker transitions between queries and pages.

3 SearchGPT vs. Google: What People Are Saying

OpenAI has launched a prototype of SearchGPT, an AI-powered search engine. The new search engine has commenced a comparison between Google and SearchGPT. According to the initial study and user feedback, while SearchGPT shows promise, it has limitations and needs more refinement.

Experts suggest it needs further development before challenging current market leaders.

Study Highlights SearchGPT's Strengths and Weaknesses
The study conducted an in-depth [analysis](#) of SearchGPT's performance and compared it to Google and Bing.

The study found that SearchGPT's search results are **73%** similar to Bing's but only **46%** similar to Google's.

However, 26% of domains ranking in SearchGPT receive no traffic from Google, indicating opportunities for websites struggling to gain traction.

The study highlighted some of SearchGPT's key features, including:
- The ability to summarize information from multiple sources provides a conversational interface for refining searches, offering an ad-free user experience.
- However, the research noted that SearchGPT lacks the variety and depth of Google's search results, especially for navigational, transactional, and local searches.
- The study also suggested that SearchGPT favors authoritative, well-established websites, with backlinks being a significant ranking factor.

Around **32%** of all SearchGPT results came from media sources, increasing to over **75%** for media-related queries.

User Experiences & Limitations Reported By The Washington Post
After interviewing several early testers of SearchGPT, the Washington Post reported mixed [reviews](#). While some users were happy with the tool's summarization capabilities and found it more helpful than Google's AI-generated answers for certain queries, others found SearchGPT's interface and results less impressive than those of smaller competitors like Perplexity.

The article also highlighted instances where SearchGPT provided incorrect or "hallucinated" information, a problem that has plagued other AI chatbots.

OpenAI's Plans For SearchGPT and Potential Impact on the Market

Talking about their further plans, OpenAI spokesperson Kayla Wood revealed that the company plans to integrate SearchGPT's best features into ChatGPT, potentially enhancing the popular language model's capabilities.

Amidst the buzz about SearchGPT, Google CEO Sundar Pichai recently reported continued growth in the company's search revenue, suggesting that Google may maintain its dominant position even with the emergence of new AI-powered search tools.